

Message Text

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
----- 123826

R 220930Z DEC 75

FM AMCONSUL JOHANNESBURG

TO USDOC WASHDC

INFO SECSTATE WASHDC 4346

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMEMBASSY BABORONE

AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

UNCLAS JOHANNESBURG 1807

E.O. 11652: N/A

5-& : BEXP, SF

SUBJECT: COMMERCIAL PROGRAM: VISIT OF PRIVATE AVIONICS GROUP

REF: USDOC 18945; A-7759

1. WE WELCOME VISIT SUBJECT GROUP AND OUR SOUNDINGS WITH AGENTS, DISTRIBUTORS, AND END-USERS HAVE CONFIRMED SUBSTANTIAL INTEREST IN AVIONICS AND GROUND SUPPORT EQUIPMENT. AMONG THE SPECIFIC PRODUCT LINES IN WHICH INTEREST HAS BEEN EXPRESSED ARE THE FOLLOWING: AIRBORNE COMMUNICATIONS EQUIPMENT; AIRBORNE RADAR; AIRCRAFT FLIGHT AND NAVIGATIONAL INSTRUMENTS; NAVIGATIONAL AIDS FOR GROUND INSTALLATIONS; ATC SYSTEMS; TEST, REPAIR, AND CALIBRATION APPARATUS; AIRCRAFT REPAIR EQUIPMENT; METEOROLOGICAL INSTRUMENTATION; SMALL CIVILIAN AIRCRAFT AND A WIDE RANGE OF GROUND SUPPORT EQUIPMENT. THIS LISTING IS ONLY A PARTIAL ONE AND, OF COURSE, INCLUDES ITEMS WHICH MAY HAVE DUAL CIVILIAN/MILITARY APPLICATIONS.

2. LISTED BELOW ARE SOUTH AFRICAN GOVT STATISTICAL DATA ON IMPORTS OF AVIONICS EQUIPMENT BY BTN CATEGORY, FOR 1972, 1973, 1974 AND JANUARY-JUNE 1975, WHICH FIGURES ALSO GIVEN FOR THE COMPARABLE PERIOD IN 1974. ALMOST WITHOUT EXCEPTION THESE DATA REFLECT SUBSTANTIAL GROWTH IN IMPORTS. THE PRINCIPAL SUPPLYING
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COUNTRIES OF THE PRODUCTS IN THESE BTN GROUPINGS ARE:

UK, US, FRG, JAPAN, FRANCE AND ITALY.

ALL VALUES ARE EXPRESSED IN RANDS AND THE APPLICABLE EXCHANGE RATE
IS R1.00 - US\$1.40.

BTN

CLASSIFICATION	1972	1973	1974	JAN-JUN	JAN	JUN
		1975	1974			
85.15	22,893,688	25,858,899	47,136,048	47,807,458	18,-	524,978
85.16	2,048,173	2,397,277	4,362,978	3,854,627	1,374,510	
85.17	852,178	1,105,008	1,358,352	943,063	584,194	
88.05	1,273,120	17,551	50,446	14,167	47,443	
90.14	3,050,407	3,212,501	4,286,843	2,427,739	1,810,353	
90.28	14,225,576	18,377,552	22,520,029	12,874,010	10,907,800	

3. SOUTH AFRICA HAS NO SIGNIFICANT AVIATION OR AVIONICS INDUSTRY;
(ONLY EXCEPTION BEING SMALL HIGH-COST SAG-SUPPORTED MILITARY TRAIN-
ING AIRCRAFT INDUSTRY). THUS, COUNTRY HIGHLY DEPENDENT UPON IMPORTS
FOR CIVILIAN AIRCRAFT AND GROUND SUPPORT EQUIPMENT REQUIREMENTS.
LOCAL AVIONICS EQUIPMENT END-USERS AND DISTRIBUTORS TRAVEL
REGULARLY TO EUROPE AND THE US AND INCREASINGLY LOOK TO US AS
A SOURCE OF SUPPLY; OUR EXCON TRAFFIC ALSO CONFIRMS THIS FACT.

4. ALTHOUGH OUR MARKET RESEARCH FOR AVIONICS AND GROUND SUPPORT
EQUIPMENT PER STATE A-7759 IS NOT YET COMPLETED, WE HOPE THAT THE
ABOVE DATA WILL SERVE USDOC'S NEEDS PRIOR TO RECEIPT OF THE FULL
REPORT, ANTICIPATED DURING FIRST QUARTER OF CALENDAR YEAR 1976.

5. RECENT AND RURRENT SOUNDINGS REFLECT SUBSTANTIAL INTEREST IN
MEETING US COMPANY REPRESENTATIVES; MOREOVER, NATION-WIDE
NETWORK OF AGENTS AND DISTRIBUTORS ON WHOM WE CAN TARGET SHOULD,
ACCORDING OUR CONTACTS HERE, ASSURE SUCCESS OUR MARKET DEVELOPMENT
PROGRAMS. THIS NETWORK IS SUPPLEMENTED BY A WELL-ARTICULATED
TRADE AND INDUSTRY PRESS WHICH WE COULD USE TO SUPPLEMENT OUR
COMMERCIAL NEWSLETTER, WHICH IS CURRENTLY DISTRIBUTED TO SOME
1850 AGENTS, END-USERS, CHAMBERS OF COMMERCE, FINANCIAL INSTITUTIONS
AND OTHER KEY MULTIPLIERS THROUGHOUT SOUTH AFRICA.

6. WE WOULD ALSO NOTE THAT THERE ARE MARKETING POSSIBILITIES IN
THE BLS COUNTRIES (BOTSWANA, LESOTHO, AND SWAZILAND) AND PLAN TO
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CALL THESE OPPORTUNITIES TO THE ATTENTION OF THE MISSIO MEMBERS
AND EMBASSIES GABORONE, MASERU AND MBABANE (PARTICULARLY AS REGARDS
AGRI-BUSINESS POSSIBILITIES IN AERIAL-SPRAYING, CROP-DUSTING
ETC.) SHOULD DEPARTMENT CONCUR.
GUTHRIE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975JOHANN01807
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750443-1106
From: JOHANNESBURG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751220/aaaaaqvp.tel
Line Count: 112
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ReddocGW>; APPROVED <04 FEB 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: VISIT OF PRIVATE AVIONICS GROUP
TAGS: BEXP, SF
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006